

Message Text

UNCLASSIFIED

PAGE 01 CARACA 08365 061509Z
ACTION ARA-14

INFO OCT-01 EUR-12 ISO-00 EB-08 /035 W
-----123550 061510Z /46

P 061404Z SEP 78
FM AMEMBASSY CARACAS
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3729
AMEMBASSY LONDON

UNCLAS CARACAS 8365

E.O. 11652: N/A
TAGS: BBSR VE
SUBJ: MARKET RESEARCH: POLLUTION CONTROL EQUIPMENT-VENEZUELA.

REF: A. STATE 208926 B. CARACAS 8013
C. LONDON 14087

1. EMBASSY HAS OBTAINED TWO BIDS FROM LOCAL RESEARCH COMPANIES, TARGET RESEARCH AND THOMAS P. RONAI. IN TELEPHONE CONSULTATIONS WITH OTHER COMPANIES, IT WAS APPARENT THAT THERE WAS NO REASON TO RECEIVE FORMAL BIDS FROM THEM AS THEY WERE GOING TO BE EXCEPTIONALLY HIGH FOR USDOC BUDGET.

2. FOLLOWING ARE THE DETAILS OF BIDS RECEIVED.

(A) TARGET RESEARCH C.A. (TR) BS.32,100 (US\$7,500). MINIMUM OF 25 INTERVIEWS PLANNED. FIRM HAS COMPLETED A LARGE NUMBER OF MARKET RESEARCH STUDIES FOR USDOC, INCLUDING PROCESS CONTROL INSTRUMENTATION, LABORATORY INSTRUMENTS, PETROCHEMICALS, AND OTHER STUDIES ALSO CLOSELY CONNECTED WITH THE POLLUTION CONTROL FIELD. RESEARCH WILL BE PERFORMED BY JOSE A. REYES, PSYCHOLOGIST, PRESIDENT OF TR. FINAL REPORT WILL BE WRITTEN IN CALIFORNIA BY JUAN A. ENGLESEN; PH.D. UCLA, SENIOR RESEARCHER. STUDY WILL BE DELIVERED WITHIN REQUIRED PERIOD.

(B) THOMAS P. RONAI AND ASSOCIATES, \$7,800. MINIMUM OF 25 INTER-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CARACA 08365 061509Z

VIEWS PLANNED. THIS FIRM HAS ALSO PREPARED AN IMPORTANT NUMBER OF STUDIES FOR USDOC, WHICH INCLUDE PETROLEUM PRODUCTION, INDUSTRIAL PROCESS CONTROLS AND OTHER STUDIES CONNECTED WITH SUBJECT MARKET SURVEY. RESEARCH WILL BE PERFORMED BY THOMAS P. RONAI, M.B.A. HARVARD, B.A.(ECON.) YALE, WITH THE ASSISTANCE OF ONE JUNIOR RESEARCHER. STUDY WILL BE DELIVERED WITHIN REQUIRED PERIOD.

3. EMBASSY RECOMMENDATIONS: AS INDICATED IN REF. B, EMBASSY RECOMMENDED AGAINST GRANTING THIS STUDY TO A FOREIGN COMPANY. COMMERCIAL SECTION RECOMMENDS THE SELECTION OF THOMAS P. RONAI AS THE CONTRACTOR, MAINLY DUE TO PROVEN HIGH QUALITY OF PAST PERFORMANCES. TARGET RESEARCH'S APPROACH TO THIS STUDY, WHICH IS TO PREPARE RESEARCH THROUGH LOCAL INVESTIGATION PERFORMED BY JOSE REYES, AND FINAL REPORT PREPARATION IN CALIFORNIA BY JUAN ENGELSEN, SEEMS RISKY AND PROBABLY SUBJECT TO DELAYS.
CROWLEY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 sep 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CARACA08365
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780362-1276
Format: TEL
From: CARACAS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780999/aaaadeek.tel
Line Count: 71
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 8785fa56-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 208926, 78 LONDON 14087
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1535070
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH: POLLUTION CONTROL EQUIPMENT-VENEZUELA.
TAGS: BBSR, VE
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/8785fa56-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014